

# THE CHINESE UNIVERSITY OF HONG KONG

## Campus Planning and Sustainability Office

### Green Orientation Sponsorship 2020

#### Important Dates

No.	Stage	Deadline	What to submit?
1	Application	19 July (Sunday)	<ul style="list-style-type: none"><li>• <a href="#">Online application form</a></li></ul>
2	Design or Activity Plan	<ul style="list-style-type: none"><li>• Before placement of order (for reusable items being sponsored); or</li><li>• Submit with the application (for an activity being sponsored)</li></ul>	<ul style="list-style-type: none"><li>• Design draft of the selected item / detailed activity plan for CPSO's approval</li></ul>
3	Green Orientation Actions	13 September (Sunday)	<ul style="list-style-type: none"><li>• <a href="#">‘Green Orientation Action List’ e-survey</a> with proof of completion; and a photo featuring a student holding/wearing the sponsored item or students taking part in the sponsored activity</li></ul>
4	Reimbursement	To be stated in the sponsorship confirmation letter for successful applicants	<ul style="list-style-type: none"><li>• Original receipts for the production or purchase of sponsored items or expenditures related to sponsored activities (*Invoices will not be accepted); and</li><li>• Filled Payment Voucher</li></ul>
5	Award Presentation Ceremony	September/October (to be announced)	<ul style="list-style-type: none"><li>• List of names of appointed representatives</li></ul>

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### Green Orientation Sponsorship 2020

#### **Aim**

1. To encourage organizing committees (OCs) to incorporate green elements in their orientation events in order to:
  - Reduce the environmental impact of these events; and
  - Introduce green resources on campus and encourage freshmen to adopt a greener lifestyle.

#### **Sponsorship and Eligibility**

2. Sponsorship may be provided to each eligible orientation event for either:
  - Reusable items (e.g., BPA-free water bottles or cutlery, T-shirts, towels or other items proposed by the applicants); or
  - A green and/or sustainability-related activity held in the event.
3. Sponsorship conditions:
  - (a) The maximum sponsorship available will be: (i) for reusable items, either HK\$25 per item or the actual production cost, whichever is lower; or (ii) for activities, either HK\$50 per person involved (quota) or the actual expenditure, whichever is lower.
  - (b) If the number of items / quotas requested for OCs and group facilitators exceeds that for freshmen, items / quotas for OCs and group facilitators will receive partial sponsorship only.
  - (c) The total sponsorship for each orientation event may be capped at a maximum level to be determined by the Campus Planning and Sustainability Office (CPSO).
  - (d) In order to allocate sponsorship effectively, preference will be given to applications from orientation event OCs at College and Faculty levels.
  - (e) Sponsorship will be given to the successful applicants in the form of reimbursement.
4. To be eligible for reimbursement, the orientation event must:

Reusable Item	Activity
<p>(a) Incorporate one of the listed green messages and the 'CPSO of CUHK' logo into the design of the sponsored items, in accordance with the design guidelines (see Appendix AI).</p> <p>(b) Submit the item design to <a href="mailto:cpsoc@cuhk.edu.hk">cpsoc@cuhk.edu.hk</a> for approval prior to production. Designs should be submitted for review by CPSO as soon as possible to ensure timely procurement of the</p>	<p>(a) Submit a detailed activity plan, in accordance with the activity guidelines (see Appendix AII) to <a href="mailto:cpsoc@cuhk.edu.hk">cpsoc@cuhk.edu.hk</a> for approval.</p> <p>(b) Fulfil the agreed number of applicable actions* listed in the 'Green Orientation Action List' (see Appendix B).</p> <p>(c) Report the number of completed actions to CPSO with proof of completion and at least two photos featuring students</p>

<p>sponsored items with the production companies.</p> <p>(c) Fulfil the agreed number of applicable actions* listed in the ‘Green Orientation Action List’ (see Appendix B).</p> <p>(d) Report the number of completed actions to CPSO with proof of completion and a photo featuring a student holding/wearing the sponsored item, via the <a href="#">‘Green Orientation Action List’ e-survey</a> after the event, by 13 September 2020 (Sunday). Late submissions will not be considered.</p> <p>*OCs are required to select the actions that apply in their orientation event when they submit the online application form.</p>	<p>taking part in the sponsored activity, via the <a href="#">‘Green Orientation Action List’ e-survey</a> after the event, by 13 September 2020 (Sunday). Late submissions will not be considered.</p> <p>*OCs are required to select the actions that apply in their orientation event when they submit the online application form.</p>
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5. The arrangement of the orientation event and the associated activity, if any, must make reference to the [‘Referencing Guidelines for Social and Non-academic Events during COVID-19’](#) and [‘Guidelines for Sustainable Event Planning and Management’](#).
6. OCs will be informed by email whether their application has been successful, within one month after the submission deadline. Successful applicants will need to submit the original receipts for the production or purchase of sponsored items or expenditures related to sponsored activities, to CPSO (Suite 328, Pi Ch’iu Building) by a specified deadline. Invoices will not be accepted. The reimbursement process normally takes 4 to 6 weeks.

### **Application**

7. Applicants must complete and submit the [online application form](#) by 19 July 2020 (Sunday). Late submissions will not be considered.

### **‘Greenest Orientation Award’**

8. The orientation event which has completed the highest number of actions in the ‘Green Orientation Action List’ will receive the ‘Greenest Orientation Award’. This award aims to acknowledge the combined efforts of OCs and freshmen effort in completing a green orientation event.
9. All orientation events receiving sponsorship must appoint one or more representatives to attend the award presentation ceremony in September/October 2020 (exact date to be announced in due course).

### **Enquiries**

10. Campus Planning and Sustainability Office
  - Email: [cpsocuhk@cuhk.edu.hk](mailto:cpsocuhk@cuhk.edu.hk)

- Telephone: 3943 3924

(Last Updated: July 2020)

## Green Orientation Sponsorship 2020: Design Guidelines

### General

1. The design must include one of the green messages and display the ‘CPSO of CUHK’ logo (see 8 below).
2. The words must be sharp, legible and clearly visible. Specific display requirements for the message and logo are stated below.
3. Any reusable water bottles and cutlery produced or purchased must be BPA-free. A statement to this effect must be printed either on the item itself or on the invoice or receipt issued by the supplier.
4. The final design of the sponsored item (together with the documentation that it is BPA-free, if applicable) must be submitted to CPSO ([cpso@cuhk.edu.hk](mailto:cpso@cuhk.edu.hk)) for approval before any order is placed or confirmed by OCs. The approval process will normally take 1 to 2 weeks after submission.

### Green Messages

5. The design must include one of the green messages in Chinese and/or English below.
6. There are no specific requirements on the colour, font type and graphic design for the green message.
7. The green message should be larger than the ‘CPSO of CUHK’ logo (see below).

Message (Chinese)	Message (English)	Minimum Height of Each Letter/Character
減碳救地球 從慳電着手	Save Energy for a Greener Future	Chinese texts: 15 mm English texts: 10 mm
分類回收用心做 消滅廢物無難度	Sort and Recycle Your Trash	Chinese texts: 15 mm English texts: 10 mm
樂步健行 環保又醒神	Walk to Cut Carbs and Carbon	Chinese texts: 15 mm English texts: 10 mm
珍惜樹木 減少用紙最綠	Love Trees? Save Paper	Chinese texts: 10 mm English texts: 5 mm
慳錢又減廢 自攜水樽最實際	Bring Your Own!	Chinese texts: 10 mm English texts: 5 mm
自備餐具至型 免用即棄最醒	Be Cool – Ditch disposables!	Chinese texts: 3 mm English texts: 3 mm

### ‘CPSO of CUHK’ Logo

8. The design must include the ‘CPSO of CUHK’ logo below (available here: [AI](#), [JPG](#) or [PNG](#)).

**CPSO of CUHK**

9. The logo must be at least 25mm wide and 2.7mm tall, and should be smaller than the green message.
10. The logo should not be amended or distorted in any way. The logo must be shown against a background of uniform colour, but may itself be in any colour.

**Green Orientation Sponsorship 2020: Activity Guidelines**

1. The activity must promote a message related to at least one of following topics:
  - (a) 'Plastic-free campus' campaign
  - (b) [Love Food Hate Waste @CUHK](#)
  - (c) Carbon footprint reduction
  - (d) Waste reduction
  - (e) Ecological conservation
2. An acknowledgement of sponsorship received should be made to the participants during the activity.
3. The 'CPSO of CUHK' logo must be displayed on all materials related to the orientation event.
4. The activity plan must be submitted with the application form.

### Green Orientation Action List

- To be eligible for the Green Orientation Sponsorship 2020, the orientation event (event) must complete the agreed number of applicable actions listed below.
- Please retain proof of completion of the green actions before and during the orientation event. Photos, email correspondence, WhatsApp conversations, social media screen shots and receipts will be accepted as proof. We encourage OCs to be creative and demonstrate that they have completed the actions by other means. If you are not sure whether your proof is valid, please contact CPSO by email ([cpsoc@cuhk.edu.hk](mailto:cpsoc@cuhk.edu.hk)) or by telephone (3943 3924).

	<u>Sustainable Development Goals (SDGs)</u>	Green Orientation Action	Suggested Proof
<b>Introduction of Green Resources on Campus</b>			
1	11	We presented participants with the <a href="#">provided materials on campus sustainability</a> .	<ul style="list-style-type: none"> <li>• Photos of the OCs presenting the provided materials; or</li> <li>• Written announcement released through official communication channels</li> </ul>
2	11, 13	We offered a virtual guide tour to the <a href="#">‘Walk for Green’ Programme</a> and advised participants that they could obtain points by tapping their CU Link cards at the card readers installed at both the start and end points of each route.	<ul style="list-style-type: none"> <li>• Photos of the OCs presenting the route; or</li> <li>• Written messages released through official communication channels</li> </ul>
3	11, 12	We gave the participants tips on how to obtain second-hand textbooks.	Written messages released through official communication channels
4	11	We introduced the <a href="#">‘CU Green Buddies’</a> scheme and encouraged participants to register and follow the pages on <a href="#">Facebook</a> and <a href="#">Instagram</a> for sustainability news and activities.	Written messages released through official communication channels
5	11	We offered a virtual guide tour to encourage participants to familiarise themselves with the green facilities	<ul style="list-style-type: none"> <li>• Photos of the OC offering a guided tour of CUHK’s</li> </ul>



	<u>Sustainable Development Goals (SDGs)</u>	<b>Green Orientation Action</b>	<b>Suggested Proof</b>
		and features on campus, such as the Yard of Environmental Sustainability (YES) and the <a href="#">Jockey Club Museum of Climate Change</a> .	green facilities or features; or <ul style="list-style-type: none"> <li>• Written messages released through official communication channels</li> </ul>
<b>Carbon Footprint Reduction</b>			
6	11, 12, 13	We introduced participants to the ' <a href="#">Love Food Hate Waste @CUHK</a> ' campaign. We also encouraged them to request 'less rice' if they were not feeling very hungry when they ordered food.	<ul style="list-style-type: none"> <li>• Written messages released through official communication channels; or</li> <li>• Photos of the OC presenting the message</li> </ul>
7	13	We implemented measures to minimise electricity use, for example, topping-up an appropriate amount of A/C credits and reminding participants to switch off electrical equipment before leaving event venues.	<ul style="list-style-type: none"> <li>• Written messages released through official communication channels; or</li> <li>• Photos of the measures taken during the event</li> </ul>
8	13	Participants and ourselves took stairs instead of lifts whenever we could.	<ul style="list-style-type: none"> <li>• Written messages released through official communication channels; or</li> <li>• Photos of the measures taken during the event</li> </ul>
<b>Waste Reduction</b>			
9	12, 13, 14	We encouraged participants to follow the 'Bring Your Own' (BYO) principle, by bringing their own bottles. We also showed them where 'Go Green Water Stations' (water dispensers) were located on the CUHK campus.	<ul style="list-style-type: none"> <li>• Written announcement released through official communication channels; and</li> <li>• Photos of the measures taken during the event</li> </ul>
10	12, 13	We used recyclable or reusable materials as game props. After the event, we recycled them or stored them away for future events.	<ul style="list-style-type: none"> <li>• Written messages released through official</li> </ul>

	<u>Sustainable Development Goals (SDGs)</u>	<b>Green Orientation Action</b>	<b>Suggested Proof</b>
			<p>communication channels; or</p> <ul style="list-style-type: none"> <li>• Photos of the measures taken during the event</li> </ul>
11	13	We encouraged participants to separate their recyclable wastes (i.e., paper, plastic, metal and glass) and to dispose of them properly in recycling bins.	<ul style="list-style-type: none"> <li>• Written messages released through official communication channels; or</li> <li>• Photos of the measures taken during the event</li> </ul>
12	13	We produced and distributed no more than two T-shirts per participant and reused the T-shirts as much as possible by washing them.	Written messages released through official communication channels
13	13	We discouraged the use of disposable straws and cutlery such as plastic forks, spoons and chopsticks.	<ul style="list-style-type: none"> <li>• Written messages released through official communication channels; or</li> <li>• Photos of the measures taken during the event</li> </ul>
14	13	Where we had no option but to order takeaways, we requested caterers not to use polyfoam meal containers.	<ul style="list-style-type: none"> <li>• Written messages released through official communication channels; or</li> <li>• Photos of the measures taken during the event</li> </ul>
15	11, 12, 13	We freecycled or donated excess or unwanted sponsored items to charity.	<ul style="list-style-type: none"> <li>• The list of excess items collected</li> <li>• Photos/receipts from the charity</li> </ul>
<b>SDG Initiatives</b>			
16	1–17 (depends on the activity)	We held an activity which actively responded to at least one of the SDGs adopted by the United Nations, and introduced SDGs to the participants.	Photos of the activity taken during the event